

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 231205Z MAY 75

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 8684

UNCLAS HELSINKI 1127

E.O 11652: N/A

TAGS: BGEN FI

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: 1. A-2778, APRIL 21, 1975

2. HELSINKI T-1102, MAY 19, 1975

1. THE EMBASSY HAS COMPLETED ITS REVIEW OF THE IMPORT POTENTIAL INFO FINLAND FOR US CAPITAL GOODS INDUSTRIES AFFECTED BY THE RECESSION. THE EMBASSY WILL NOW UNDERTAKE A SIMILAR ANALYSIS FOR CONSUMER GOODS.

2. THE FOLLOWING INDUSTRIES SHOULD BE ADDED TO THE LIST CITED IN THE REFERENCE MESSAGE: PLUMBING AND HEATING SUPPLIES (INCLUDES AIR CONDITIONING); ENGINES AND TURBINES; INTERNAL COMBUSTION ENGINES; CHEMICAL PROCESSING MACHINERY.

3. THE FOLLOWING TABLE ILLUSTRATES THE INCREASED IMPORT INTO FINLAND BETWEEN 1970 AND 1973 AND THE LOW US SHARE OF THE MARKET FOR THESE CATEGORIES.

IMPORTS IMPORTS INCR.1973 US MARKET
SHARE '73

| CATEGORY | 1970 | 1973 | 1970 | (PERCENT) |
|----------|------|------|------|-----------|
|----------|------|------|------|-----------|

ENGINES AND

| | | | | |
|----------|-------|-------|--------|-----|
| TURBINES | 47.61 | 194.1 | 146.49 | 1.8 |
|----------|-------|-------|--------|-----|

PLUMBING, HEATING

| | | | | |
|----------|-------|--------|--------|---|
| SUPPLIES | 73.56 | 196.59 | 123.03 | 1 |
|----------|-------|--------|--------|---|

INTERNAL COMBUSTION

| | | | | |
|---------|-------|--------|-------|-----|
| ENGINES | 112.8 | 171.22 | 58.42 | 7.3 |
|---------|-------|--------|-------|-----|

CHEMICAL PROCESSING

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| | | | | |
|-----------|------|------|------|-----|
| MACHINERY | 31.1 | 50.3 | 19.2 | 4.7 |
|-----------|------|------|------|-----|

TOTAL IN MILLION FINNMARKS. APPROXIMATE RATE 3.5
FINNMARKS EQUAL \$1.00.

4. THE FOLLOWING PRODUCT CATEGORIES REPRESENT PARTICULARLY GOOD PROSPECTS WITHIN THE AFORECITED INDUSTRIES:
PLUMBING AND HEATING SUPPLIES: AIR CONDITIONING EQUIPMENT BTN 85.12.
ENGINES AND TURBINES: STEAM POWER UNITS, NOT INCORPORATING BOILERS, BTN 84.05; GAS TURBINES BTN 84.08.810;
ELECTRICAL GENERATORS, MOTORS, TRANSFORMERS, RECTIFIERS AND INDUCTORS BTN 85.01.

5. A PARTICULARLY SUITABLE OCCASION FOR US FIRMS TO DEMONSTRATE AIR HEATING PRODUCTS WILL BE THE INTERNATIONAL X BUILDING/HEATING, PLUMBING AND AIR CONDITIONING FAIR, APRIL 6-12, 1976, AT THE NEW SPACIOUS HELSINKI INTERNATIONAL FAIR CENTER WHICH OPENED IN FEBRUARY THIS YEAR.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975HELSIN01127
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750183-0565
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750524/aaaaavfc.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 A-2778, 75 APRIL 21, 75 1975
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 24 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 JUL 2003 by maginmm>; APPROVED <03 FEB 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN
TAGS: BGEN, FI
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006